

Ben & Jerry's Issues Allergy Alert on Undeclared Wheat in Ben & Jerry's Country Peach Cobbler Ice Cream: Peach Ice Cream With Cinnamon-Sugar Shortbread Pieces & A Peach Swirl

Contact:

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FOR IMMEDIATE RELEASE -- South Burlington, VT -- March 16, 2007 -- Ben & Jerry's, in cooperation with the Food and Drug Administration, is voluntarily recalling 250,000 pints of its Ben & Jerry's Country Peach Cobbler Ice Cream: Peach Ice Cream with Cinnamon-Sugar Shortbread Pieces & a Peach Swirl ("Country Peach Cobbler"), because it contains undeclared wheat. The following date codes: Jan 23, 2008; Jan 24, 2008; Feb 8, 2008; Feb 9, 2008 of Country Peach Cobbler are subject to the recall. The date code is found on the bottom of the pint.

People who have an allergy or severe sensitivity to wheat run the risk of a temporary health problem/illness if they consume Country Peach Cobbler. No illnesses have been reported to date. The company is issuing an alert through the Food Allergy & Anaphylaxis Network.

Country Peach Cobbler was distributed nationwide and reached consumers through retail stores.

The voluntary recall was initiated after it was discovered that the product, which contains wheat, was distributed in packaging that did not reveal the presence of wheat on the ingredient label.

If consumers have a Country Peach Cobbler pint dated Jan 23 2008, Jan 24 2008, Feb 08 2008 and Feb 09 2008 (printed on the bottom of the pint), they should discard the ice cream and send the base of the empty container back to Ben & Jerry's for a full refund:

Ben & Jerry's
Consumer Response Department
Country Peach Cobbler Refund
30 Community Drive
South Burlington, VT 05403

For any questions, consumers are asked to call 1-877-995-4716